

Wellbeing Education & Publishing Business for Sale NZ Anywhere



Wellbeing Brand for Sale - Purpose-Led Product Business with Government Credibility & Growth Potential

A rare opportunity to acquire **Awesome Inc!** Skip the start up phase with this fully established, purpose-driven brand creating science-backed tools nurturing emotional wellbeing and resilience in children, teens, and adults. Products include guided journals, curated toolkits, and digital resources grounded in positive psychology. Trusted by government, psychologists, and schools across NZ and Australia, Awesome Inc is a respected name in proactive mental health.

Whether your passion lies in mental wellbeing, education, or empowering communities, this business has strong foundations, but needs someone with vision to unlock its full potential. Ideal for a mission-driven buyer with marketing or sales strengths. Run from home with flexible hours, this is an exciting opportunity to scale a brand that truly makes a difference.

Business Resources

Operated solo (30 hrs/wk, school hrs) with some casual help.

Highlights: major past contracts with MoE, Oranga Tamariki, NZDF, The Warehouse.

Includes: Product IP (70+ SKUs), design/print files, Shopify site, Klaviyo flows, supplier and wholesale relationships, print-on-demand setup, NZ/AU trademarks, 12K+ subscribers, 50K+ social media followers, some office equipment, booked NZ Gift Fair site & setup.

Stock extra - \$50K (USA 3PL with \$21K stock optional).

Fully remote business with no lease commitments. Handover support and training provided.

Website

<https://www.theawesomeinc.co.nz>

Location: **Auckland**

Asking: **\$99,000**
+ stock, + GST

Turnover: **\$260,000**

Type: **Home Based /**
Relocatable
eCommerce

Contact:

Nicky Perry
021778636
business hours

nzbizbuysell.co.nz/128081

